アニメ
「ラブライブ！」
成功理由
50＋α

HKNE研究会

μ’s

Aqours

成功理由例のリストアップ

・王道の物語筋書き・・初期挫折と自主努力、最終的大勝利
・「学校経営者目線」による「廃校阻止」アイドル活動への共感
・自分の所属「学校」への無限の愛情と「校粋主義」への共感
・視聴者の辛く生きにくい現実を忘れさせる
元気パワー全開な歌曲の「モルヒネ効果」
などなど・・・

Table of Contents

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Anime "Love Live!" Reason for Success 50 + α Thorough Analysis and Commentary
2018.06 〜 2018.08 HKNE Study Group

Introduction. Introduction

lovelive! Is a Japanese media mix work series that depicts the struggle and growth of idol groups formed at schools that have been deployed in various media from 2010 to the present. This is a joint project of three companies.

Among them, anime, the first generation of the unbranded series was broadcast in 2013, and the second generation of "Sunshine !!" I have.

The story of the anime "Love Live!" (Quoted from the official website)
Group name "μ's"

Otonokizaka Gakuin, a traditional school located between Akihabara, Kanda and Jimbocho, was in danger of consolidation.
At school crisis, nine girls, led by second-year student Honoka Kosaka, stand up.
What we can do to protect our favorite schools ... It is to be an idol!
Become an idol and promote your school widely and increase enrollment!
From here, their "story that everyone can achieve" has begun!

The story of the anime "Love Live! Sunshine !!" (quoted from the official website)
Group name "Aqours"

A private beach star school in Uchiura, a seaside town in Numazu city, Shizuoka prefecture.
At a small high school in the corner of Suruga Bay
Nine girls, led by second-year student Chika Takami, stand up with big dreams.

It is to become a sparkling “school idol”!

If you don't give up, your dreams will come true.
Now, let's just run aimlessly and shine!
From here, their "Story That Can Be Realized" has begun!

◇

lovelive! The authors who have fallen into the swamps of the world are now love live anime! I just listed the reasons why the series was successful. (Be careful of spoilers. Animations also include PV.)

1. Background world view

1-1. "The novelty of the school idol concept"

lovelive! The reason I received was because of the freshness of the school idol that was unlikely, and the creative worldview. It is not just a mere group of idols who are separated and concentrated on individual activities (like Idol Master, Wake Up Girls, etc.), but a connection between idols and school groups. There you can see the overall affiliation of the idol activity to school. Indeed, it is an idol activity that represents the school. This is one of the reasons why viewers experiencing school life are more likely to empathize.

1-2. "High support for reader participation projects"

lovelive! Started with a project involving readers of the magazine (Dengeki G's Magazine), rather than imposing a one-sided project on the viewers on the production side. There is a history of making it. In this regard, the viewer's animation has been somewhat adapted to the demand for this, which is a factor that has gained great support from viewers.

2. Stories, scenarios, screenplays

2-1. "Royalty of the plot"

The story's story begins with the unmarked μ's, or at first, a major setback (singing lonely on a stage where the crowd was hardly gathered), and with the regrets of spring, he worked on his voluntary efforts and ingenuity to gradually build up his strength. After that, he won the competition with his rivals (A-RISE) and finally won the top, but he followed the story of the royal road, which is considered easy to receive, and received the audience.
Or, like Aqours in Sunshine, it seemed to have been relatively good at first, but a big setback on the way (I guess I was doing my best in the practice qualifying live, but my score was zero,), And with the regrets as a spring, he continued his efforts and ingenuity to gain strength gradually, and on the way a strong rival (Saint Snow) was defeated, While receiving it, the last place to win at the top was followed by a story on a royal road that was considered to be easily accessible, although the background was different from Mujin μ's, and it was received by viewers.

2-2. "The unexpectedness of the scenario"

In such a scenario, the viewer was fresh and occasionally forced to take an action of removing the standard routine reading that such a character would take such an action in such a case. (For example, μ's leader Honoka Takasaka who is reluctant to participate in school idol inter-school tournaments.) Or at

sunshine, seemingly like a member's distant trip (to Hakodate) (2nd episode 8-9) The blunt, unpredictable scenarios that don't know what will happen next have the effect of keeping viewers glued to the story.

2-3. Critical Event Continuity

Scenes of the story, where the ability to test the ability as a group member, scenes where the story begins to move, scenes of a large group event appear one after another, and each time, how the situation evolves, whether it goes well, whether it is nervous Viewers were convinced that the content would not be boring for viewers living and repeating their successes and failures in work and learning.

2-4. "Emotional, emotional, and emotional stories"

lovelive! Is a work that emphasizes human emotions and emotions, and lyricism. For example, in Sunshine, a group of three senior students who had previously acted together in the past were in conflict with each other with psychological turmoil, but at the end they hugged each other and shed tears and settled, or senior students and lower class students The emotional and emotional emphasis on the expression of the sister idol of the school idol and the emotional and emotional aspects were received by Japanese viewers who are feminine and emotional.

2-5. "Communication of important messages for living"

For example, in Sunshine's work, members who have been desperately trying to find their shine have been depicted, but in the end, once they are crazy and progressing The life itself is the shine, or the life is the shine of every moment, and you should live your best by doing the best at that time so as not to regret that you should have done that time (2nd ep. 11-12)), Or close

friends who are working together will also fall apart at the time of graduation and will not be able to meet, so it is necessary to do it properly while making memorable memories together, People who are separated from each other are connected together under the same sky, and eventually they can meet again (2 episodes 10 episodes), an important person to keep in mind for viewers to live Guidelines of the message was captured deeply the audience's mind.

2-6. "Diversity of the story stage"

lovelive! In the first work, Muji describes life in a high school in central Tokyo and living in a large city, and in the second work, Sunshine describes life in a high school near a local city and life at the seaside. In addition, I go out here and there on tours such as participating in competitions. Having a variety of scenes where the story progresses has been successful in giving viewers a variety of experiences.

2-7. "Only characters are women"

lovelive! In the anime, the characters are dominated by women, and the appearance of men is thoroughly excluded. lovelive! Anime is the ultimate female society. This has the effect of allowing male viewers to concentrate on watching without worrying about eating the same gender (male) who is a rival to themselves by touching the female characters they like. Received. For female viewers, the appearance of only women of the same gender (female) has the effect of making it easier for them to immerse themselves in the world of women.

3. graphic

3-1. "Dance scene with beauty, dynamism, complexity, and scale"

lovelive! Is characterized by a beautiful live dance scene, which constitutes the essence and core of the work. Utilizing 3DCG, it expresses the complex and dynamic movement of multiple and multiplayer characters, which was received by viewers. Just make the movements different for each character, or cooperate between the characters (such as the jumping of Aqours "Your heart is shining") and interact with each other. It has succeeded in making movements that are not movements but unique to group actions. Also, if you think that the viewpoint of the 3D camera is a close-up of the characters singing solo, you can see everyone from a bird's-eye view from directly above, turn around on the top and bottom, and move dynamically on a large scale. They attract viewers with great power (for example, Aqours "AQUARIUM I want to be in love with"). Or, where mob characters appearing on the screen infinitely increase and dance rhythmically (such as μ's "Sunny Day Song"), or where large-scale stage equipment lights up in vivid colors one after another (The TV version of μ's "Snow Halation" has also succeeded in making the scale of the video extremely large. In the dance scene, the members' costumes are unique, brilliant, colorful and brilliant, and the place full of transparency also attracts viewers.

3-2. "The unique design of the face and eyes"

This anime features a unique character design that is unique, especially the design of the face (eye). The unique size, radiance, clarity, and gaze of a new feeling attracted the audience. The viewers were also familiar with the fact that the face modeling was uniform among the characters, and each character had individuality, was easy to distinguish, and was cute and sophisticated.

3-3. "I am attracted to the design of the body and clothes"

In this anime, the viewer's favorable impression is that the characters are generally sleek, slack, and tight-fitting with

exercise. One of the charms is that the live outfits are so urban, fashionable and sophisticated. In addition, the character's clothing was moderately sharp during rough exercise and when going out or dressing up for live performance, which was received by the viewer. Also, in consideration of children's viewing, the guard's mini-skirt with a very short but never visible underwear attracted both male and female viewers.

3-4. "There is a lot of social interaction between characters in the dance scene"

lovelive! The dance scene is characterized by a lot of interaction between characters and a lot of social interaction. Instead of singing and dancing without interacting with each other without interacting with other characters, multiple members can work together by interacting and cooperating with each other, such as high touch, mass games, jumping jumps, and gymnastics. The complex behavior of the team and the behavior of the group were more complex and received by the audience.

4. Song

4-1. "Melodies, rhythms, and tones are memorable."

lovelive! In the anime, the songs that are shown during production or on PV are good. Often ranked high in music sales rankings such as Oricon. There are many beautiful and excellent melodies, rhythms and tones that leave an impression at a single glance, which attracted viewers.

4-2. "Composer and arranger are different for each song"

lovelive! The difference in composer and arranger for each song has led to realizing the freshness and high level of the song. It was possible to listen to different composers' songs in the same animation, and each time listening to them with a fresh feeling was an advantage, and attracted the audience.

4-3. "Unification of lyricists between songs"

lovelive! Then, the lyricist is unified by one person (Aki Hata), and the message sent to the viewer has been made consistent. One of the reasons I received was that I succeeded in coexisting the freshness of the music of each song and the unification of lyrics.

4-4. "Positive lyrics and tune, with dreams and healing (morphine effect)"

lovelive! The lyrics of the song tend to be dreamy with bright, positive shine as a whole, and the tune is often in bright major.When listening to the song, the audience can listen to the dark and painful reality where the audience tends to be placed. One of the factors that has attracted a high level of support from the viewers is that they can overcome the problem and make them feel motivated to live a bright tomorrow. Or love live! While listening to it, it has the effect of giving a temporary sense of liberation from the painful life of the world, that is, having the effect of making viewers happy dreams, soaking in the dream feeling Wanted viewers will play music repeatedly, and love live! It can be said that has become popular. In that regard, the love healing effect like morphine that relieves the pain and spiciness felt by the viewers in this world's life and life! You can say that you have a song, and that the audience is greatly absorbed. Love live for such a viewer! The world can be said to be pure earth and heaven.

4-5. "It's full of vitality, energy and power"

lovelive! Many songs, songs and dances are bright, energetic, energetic, energetic, positive, working hard toward dreams, and running. They are generally athletic and sporty. They have the effect of encouraging, encouraging, giving the courage and hope to live, and this has been received by the audience. lovelive! The song is similar to Karl Orff's "Carmina Burana" in terms of emphasizing the beat sound and respecting the sense of life. Love Live is that the power, pressure and dynamism of the music (instrumental performance, singing) given to the audience are greater! Is a feature of the song. Numerous simultaneous singing and screaming scenes by a large number of nine people have also contributed to giving singing high energy and power. Or, it is the reason why the choreography of the intense movement, which is difficult to realize in a live human group in the live 3DCG dance scene, has been able to give an unparalleled energetic impression, which is the reason why it was hit.

4-6. "I am full of emotion"

lovelive! There are quite a few songs that have a calm and calm feel aside from the spirited ones. The point that melody and lyrics are all emotional, and the deep emotions are singing deeply to calm the viewers' hearts and make them feel rich emotions, it is difficult to live as a killing contemporary Received by viewers living in Japanese society. Or, it was received by Japanese viewers who felt uncomfortable with a Western-style dry sensation and a closeness to a wet emotion.

4-7. "Religious euphoria, enthusiasm and excitement"

lovelive! The song is full of brilliance, powerful and enthusiastic, such as the humming of bass drums and the brilliant sound of brass. The singing is like a shout, giving the viewer a high sound pressure. The pitch of a song fluctuates rapidly, or the pitch of a song or vocalization goes up and down to build a climax (Aqours "Where is your courage? In your chest!"). During the singing,

screams, such as hi-hi, are applied to each other to inspire the atmosphere of the place and elevate them. The uniqueness of these atmospheres, religious, euphoric, enthusiastic, and dreamy, is what gave viewers the feeling. In that respect, Love Live! Viewers (or so-called loverivers) are similar in constitution to devout followers of religion. lovelive! A live event is like a religious celebration. The foundation is to give viewers a great emotional experience through these songs, singing and dancing, and to love live viewers! It can be said that it is the desire and intention of the production side to keep drawing deep into the world of work. In that respect, Love Live! It can be said that the song is highly addictive once it is hard to get out of it.

4-8. "Lyric content is often male-oriented"

lovelive! Lyrics are often written from a male perspective (such as "we") (although there are some female perspectives as well), and the content satisfies the pseudo-romantic orientation of school audience characters with male viewers . Alternatively, it has succeeded in reducing the bias in the content of the character that is exclusively female.

5. Voice actor

5-1. "Voice actor's ability is high spec"

lovelive! Then, all the voice actors are capable of performing solo singing activities, are composed of elite members who have voice acting skills and good singing, leading to achieving the high level of the work. I have. In addition, Aqours is composed of members with high motor skills who can dance the same intense choreography dance as the anime version or the 3DCG version, and the difficulty of achieving it is increasing, which is It is highly valued. lovelive! So, the voice quality is good, the voice acting is good, the singing is good, the dance movements are good, the intense exercise is good, the endurance in the

exercise is good, the appearance is quite good High specs are required of voice actors, and the elite voice actors have achieved it, which is attracting viewers.

6. Real live

6-1. "Enjoy watching 3DCG dance reproduction art"

Live voice actors are realistic venues, real live that faithfully reproduces the song and choreography of the 3DCG live dance scene as it is repeated at various dome venues, and the voice actors perform difficult songs and choreography At the same time, being able to do it in real time has become a kind of art and has become very popular. These are particularly prominent in Aqours. At first glance, the promotion of real live and voice actors by the operation side seems to be centered on voice actors, but it can not be realized without the original 3DCG dance, it can be said that in fact it is mainly animation.

6-2. "Acquisition of a strong sense of unity by gathering fans"

lovelive! Real Live has the effect of bringing together a large number of fans in the same place and experiencing a sense of unity, and the spiritual uplifting and enthusiasm of the fans is realized, and Love Live! The effect of increasing popularity has been obtained. lovelive! Has successfully taken out anime viewers who tend to stay in the room anyway.

6-3. `` Acquisition of a place where fans and voice actors can meet directly ''

Love Live has created a place where viewers can easily and directly meet their favorite voice actors by holding Real Live! Is one of the reasons for its popularity.

7. Character settings

7-1. "Effort, sympathy for competition"

In this anime, you can see each member of the school idol, both unbranded and sunshine, trying to improve themselves and competing for victory over other schools. The members are constantly trying to reach the point where they will eventually win and win the rival groups of other schools, which were initially at a height of out of reach. These members have created a passionate sympathy for viewers who are constantly struggling to overcome competition.

7-2. "Empathy for leadership"

lovelive! In, there is a leader (Honoka Takasaka in μ's and Chika Takami in Aqours) that is the driving force of group coordination for school idol activities and takes leadership. Leaders are willing to move for their own relatives to achieve their goals, with some aggression, create an opportunity to overcome difficulties, pull brightly around, and their initiative is a school idol It plays a major role in realizing activities. It can be said that such independence created the sympathy of viewers who wished that they could own it. Alternatively, the leader plays a central role in the relationship hub that forms the idol group, and the story shows that the absence of the leader will cause the group to stop functioning and effectively dissolve, indicating the importance of leadership. Has been successfully realized by the viewer. Or, from the dogmatic point of view, a command from the perspective of a person does not move, and the previous behavior of the director of the idol club activity (Nico Yazawa of μ's) and the accompanying decline of the club are shown as examples. The audience was told that it was easier to understand what the behaviors and attitudes they really needed from the examples of leader and member actions.

7-3. "Equality between members and empathy for respect for human rights"

lovelive! Then, equality among members and respect for the human rights of each member are achieved, such as making the role of the center of live dance mandatory, or eliminating the treatment of seniors and juniors (μ's adopted the opinion of Eli Ayase). A well-ventilated group has been realized. These are difficult to achieve in actual Japanese schools and workplaces, and as such, they have succeeded in capturing viewers' hearts as a kind of ideal group that overcomes the practices that hinder the growth of Japanese society.

7-4. "Empathy for being true to my true feelings and individuality"

lovelive! So, in student school activities like a real Japanese school, for school honor or for everyone around the world, solidarity is constantly emphasized, resulting in suffocation in student activities Overcoming and succeeding. In other words, besides the intentions of the people around, I find the value of acting while being faithful to my own real thoughts of what I want to do, and immediately put it into practice (do what I really want to do) It is a content that emphasizes the preciousness of things, which can be said to have created sympathy for viewers living in real Japanese society with a strong sense of restraint. Or, the viewers also pointed out that the characters weren't flirting and were leaving themselves pretty. Or, the attitude of group members trying to make use of it in the creation of the idol group's characteristics (Aqours's Tsushima, who suffers from Chuji's disease) The attitude of the members toward Yoshiko) was received by viewers who tend to be denied their personality in ordinary social life.

7-5. "Empathy for creating something from nothing on its own"

In Sunshine (1st episode 12-13), the group members are in a state of zero and nothing (there was no one who got a grade in the entry contest, or the number of school applicants who overturned school consolidation was zero) So, from this situation, our school will be lost, we will create a state of 1 (a state where we can get results in participation contests or increase the number of school applicants and continue school) Therefore, instead of simply imitating the ancestors, they realize the importance of using their own power to open up difficulties in their own way, and appeal to it. It relied heavily on precedents and conventions, and, without being tied to precedents, created sympathy for viewers living in a Japanese society based on principles.

7-6. "Empathy for cooperation between different members"

The animation work showed the importance and splendor of the fact that members of different people who were originally unrelated and gathered together for a common purpose and accomplished something were received by the audience. Or, heterogeneous members (for example, in Sunshine the third grade is outdoor oriented, the first grade is indoor oriented and lacks commonality with each other), trying to create a sense of unity of the whole group, through trial and error, somehow harmony within the group, The ability to generate and retain chords (2 episodes, 2 episodes) is considered to be ideal as a form of group activity, and it is necessary to be with other people who are different in class or work, etc. People received it.

7-7. "Sympathy for salvation of a single character"

In this work, the characters (Nico Yazawa, Maki Nishikino of μ's, Maki Nishikino, and Yoshiko Tsushima of Aqours) who cannot be left alone and melt into the circle of the group also play a certain role in the group. Being able to live in a group and maintain a group life by fulfilling it, that is, achieving `` Bocchi

Relief, '' resonates with viewers who are usually struggling to blend into their belonging groups such as classes and companies. Received.

7-8. "Awareness of other members, sympathy for compassion"

The members are more sensitive to psychological changes of other members who are holding up their minds and are less energetic than usual, the members cooperate to detect the cause, devise it and devise it well, Finding a solution, giving it, and getting it back again (eg, Riko Sakurauchi and Yo Watanabe in Aqours in the second half of Sunshine Phase 1 again) were deeply caring and deep in each member. It expresses humanity in a good way, and it resonated with the audience.

7-9. "Empathy for an idol image that connects people"

By performing idol activities, people who were not particularly involved until then became connected to each other, and in that regard, this anime's claim that idols connect people is the second half of the second period of the unmarked The strong empathy of Japanese viewers who value respect.

7-10. "Clarity and diversity of individual members"

The distinctiveness of each member's individuality, which can be distinguished, led to the comprehension of the story, which made it easier for the members who liked them to be understood, and that was received by the audience. Also, a large number of members have various personalities, and it became easier for somebody to match their favorite members, which was received by viewers. Alternatively, the point is that there are three members per grade (three grades, three well-balanced golden nine members in each grade), and there is always one

member who is good at leadership every grade, The fact that viewers can select their favorite character attributes from multiple members has become a factor that makes it easier for viewers to empathize with them (unbranded, common to sunshine).

7-11. "The members' heterosexual elements are thin"

lovelive! Many of the members' character settings and lyrics have little heterosexual love elements, impressing viewers on the fact that the characters have little heterosexual intercourse. It can be said that this follows the content of idol content from the past. It has been successful in allowing viewers to give semi-permanent affection and dedication to their favorite characters, continue to cheer for them, and keep pushing them. Or, it gives the viewer room to freely imagine the same-sex pseudo-romantic relationship between members.

8. Social settings

8-1. `` Empathy for activities to protect the members' group ''

Love Live is an idol activity that started a voluntary activity to protect the affiliated group and the sense of danger to the closed school and the loss of the affiliated group! That is why I received it. You can see the defiance of your group (the school you enrolled in) and the continuation of your group. This is similar in concept to the former Japanese military and Japanese society, which aimed to protect the nation's nation when the defeat in the Pacific War was imminent, and love live! The setting is consistent with the traditional constitution of Japanese society. That is Love Live! Is the reason for touching the hearts of Japanese people, and the reason for receiving anime. This is common with Girls and Panzer anime.

8-2. "Empathy for Group Activities from a Management Perspective"

lovelive! In the above, non-separation and fusion of the management side and the student side are seen. This is similar to the fact that a full-time employee who is a non-management side of a Japanese company has a permanent employee hired into the company group. There is a fusion of school managers and school idol groups (students as executive units).
In μ's, the executive officer's daughter (Kotori Minami) is a member of the executive unit, and the student council president (Eri Ayase) and vice chairman (Nozomi Tojo) are considered to be the top bureaucratic organizations of students.) Is a point to join together later. Another is that the idol group leader (Honoka Kosaka) will be the new student chairman (recommended by the previous student chairman). lovelive! Sunshine! ! A student / school director (Mari Ohara), a student council president (Dia Kurosawa) and a senior student (Kanan Matsuura) are three-members aiming to become former school idols, and later join Aqours, another school idol group. The points are the same. lovelive! One of the features of this is the behavior of students from the manager's point of view. Affinity and commonality with the Japanese state and corporate organization can be seen. lovelive! Then, it is impressive that students who are only one graduate are active on behalf of the school and volunteer and volunteer to keep the school alive. This is school-style, not national-style. There you can see the continuity and invariance of prewar Japan, which was all about nationalism. lovelive! It can be said that school idols in Japan regard the school of their group from the manager's point of view (being a school animal animation), and it was also received by Japanese who loved company animals who also loved the manager's point of view.

8-3. "Patrons agree with the need for sponsors"

lovelive! Indicates that even seemingly voluntary activities, such as school idol activities, need sponsors and patrons as political and economic back-ups. As a sponsor, there are many

scenes where groups use the villa of members of the wealthy family (Maki Nishikino in μ's) at a training camp. Or Patron, who watches over the members, is the school's director (in μ's, one of the members, Kotori Minami's mother). At Aqours, a wealthy and school president student (Mari Ohara) serves as a patron and sponsor, and the student council president (Dia Kurosawa) is a local master. Reminding viewers of the need for such backups has created a sympathy for viewers who are engaged in school club activities and work at work every day.

8-4. "Empathy for the strength of affection for the group"

lovelive! In a word, it can be said that it is an animation of "school love", "love of school, spirit of love". Or it's an animation of “Affiliation Group Love”. What I like for the idol members in the work is that the first thing that I like, of course, is to like live, but the psychology that is characteristic of this anime behind the background is the school that the characters belong to A strong attachment to the school, to protect the school, to work for the school, to cooperate for the school, and to thank the school for their help in their activities, and the school itself The psychology is to thank them and try to get results for everyone at the school that supports them. I feel like I like to go to school both on winter vacation and on holidays, and I can see the psychology of extermination in school. School idol activity is also a part of school love and school spirit. This is a good representation of the characteristics of Japanese social psychology when a school is replaced by a state or company. It is a spirit of patriotism, a patriotism, and a shrine spirit, and expresses the emotional and emotional unity of the Japanese people's favorite affiliations and groups. The fact that this anime's attachment to its organization and group belongs honestly and enthusiastically expresses and expresses it. It can be said that school love leads to "group supreme principle" and "relative supreme principle". In the late stage of Sunshine (after the 7th episode of the second season), their school idol group won the national contest and was closed down and disappeared

as it was. The members were desperate to leave in history, and their deep commitment to their school group caught the viewer's heart.

8-5. "Empathy for the loneliness of the disappearance of the group"

At the end of the Sunshine program (2nd episode 11-13), the school where the members were attending went on a gradual process of closing, and eventually the school was closed down, and the school idol group activity disappeared Endlessly, the belonging group that had the attachment really disappears or ends, so that the viewer can experience the sensation of actually giving humans what kind of feeling it actually gives, to realize the loneliness and the school until now The importance of the effect of giving the viewer a double punch, both to realize the loneliness of the end of the Sunshine program that was full of vigor with idol activities, and to psychologically support the human being belonging to the group The content appealed to the audience, which gave the viewer a deep impression (loneliness) and excitement.

8-6. "Hope for Overcoming Declining Birthrate in Japanese Society"

lovelive! The theme of anime is the crisis of closing the school to which the students belong and overcoming it. The closure of schools is a symbol of modern Japanese society that is moving toward a decline and decline due to a declining birthrate. In the case of Muji, the success of school idols successfully prevented school closures. School idol activity as a bright hope to break the sense of blockade that spreads throughout Japanese society, which is a major reason for the support of Japanese people.

8-7. "Empathy for intimacy with the right wing"

lovelive! Ideologically affirms the way of traditional Japanese society. That is, Love Live! The background of his work is

inspired by school spirit and school love, and when the school is replaced by a nation, it easily turns into an enthusiastic patriotism, a presence promoting nationalism. lovelive! M's and Aqours' school idol activities themselves have become a cutting-edge unit to keep their school alive (and succeeded in school's death in µ's, but in Aqours it was a crush). lovelive! Can be said to have high affinity with the right wing. In modern Japan, the atmosphere of society as a whole is basically right-wing, and in this respect it can be said that this work was easily accepted by Japanese society.

8-8. "Empathy for voluntary activities that aren't dressed up"

The feature of the school idol activity in this animation is that it is a voluntary activity that started with one of the students, rather than starting with an activity organization prepared in advance by the school. It merges with existing club activities on the way, but the independence of the activities is maintained. It is attractive to see members grow up as a result of practicing independently, practicing live and succeeding, and growing as a human being.

8-9. "Sympathy for breaking away from the activities of producers"

The school idol activity in this animation is different from other idol-type animations (such as the idol master) in that no idol himself appears in the title of the producer and the idol himself plays the role of the producer. Members of the idol group frequently discuss their future group activities with each other, and decide on what they will do in the future. It can be said that idols have escaped from relying on producers to rely on producers, and self-produced, self-managed, and voluntary growth by idols have attracted viewers.

8-10. "Empathy for club activities where individuals stand out"

Although the school idol activity in this work is a club activity, it is different from, for example, the chorus and the brass band of the same music. We do not repeat the practice with the teacher's instructor = the school's superior. Chief of staff who teaches students how to practice (Umi Sonoda, Eri Ayase in μ's, Dia Kurosawa, Kanan Matsuura in Aqours) and music providers (Maki Nishikino in μ's, Sakura in Aqours) There are Riko Uchi) and costume designers (Kotori Minami in μ's, You Watanabe and Ruby Kurosawa in Aqours), and it is emphasized that this is a student's voluntary activity. Together with harmony, each idol is responsible for solo singing and personal dance, performing activities that stand out personally, which is the basis of idol activities, that the independence of individual idols, the presence of emphasis on prominence Unlike traditional club activity anime (sounds of brass band club activity anime! Euphonium, etc.), there is a love live! It can be said that the reason was received.

8-11. "High evaluation for athletic activities"

The school idol itself is an athletic club-based activity that consists of singing, dancing, and exercise training for physical fitness. Originally in schools in Japan, schools have high reputation for athletic clubs, club activities, and students, and they rank high in school castes. This is Love Live! Is one of the reasons that I received socially.

8-12. "Sympathy for bright club activities"

lovelive! In school idol activities, despite being athletic, the leaders of the traditional school club activities trained on deductions while giving swearing from the top, strict discipline with students' guts and spiritual disciplines, A new type of bright utopia world where the dark side of Japanese school athletic club activities such as absolute obedience to (leaders

and seniors), emphasis on self-sacrifice to the affiliation department and emphasis on private servitude are removed. Has succeeded in shaping Despite the fact that it is a bit unrealistic, it has succeeded in showing the ideal hometown for student activities in school, which has generated viewer support. Of course, it is necessary to practice rigorously in order to realize the live, and there are scenes where guts appear, but it can be said that the activities of the students are kept bright.

8-13. "Empathy for friendship development among members"

Among the unmarked members, negative factors such as caste occurrence, mounting, misunderstanding between members, jealousy, rivalry, disengagement, neglect, bullying and village eight minutes, faction conflict that are common in actual women's groups are less prominent. Instead, the strength of friendship between women and the sense of development are emphasized, and in a good way they are a beautiful group. One of the reasons why the work received that Muji was able to eliminate some of the sloppy feelings that are common in women's groups.

8-14. "Pleasure of competition to push coupling among members"

In Sunshine, senior students may be angry at first, or two of the third graders may be intimately stuck together, demonstrating the jealousy of the rest of the members who have gone awry. The second-year student Chika Takami and Riko Sakurauchi were stuck together, and you felt that you had been shaken. In that respect, interpersonal relationships in Sunshine are quite female-like, and there is a great deal of coupling competition between the viewers (competition of who and who stick together to create a simulated relationship). It is a factor to be enjoyed.

8-15. "Sympathy for overcoming the crisis of the group"

lovelive! In Muji, students' schools have been in danger of closing down for some time, and students have voluntarily launched school idols and exercised to prevent them. However, the activities of the school idol students helped avoid the crisis of closing schools, and as a result of the temporary departure of human mind within the school idol group, the students became less active in their own school idol activities. Temporary loss of purpose occurred (the latter half of the 1st period of No Mark). In this situation, the students in the group succeeded in restoring their relationships, thinking of each other's feelings, and regained their willingness to work for the national school idol competition again. One of the reasons why the work was received was the high level of compassion for others around them and the high evaluation of viewers for the successful restoration of relationships and the elimination of the group's problems. is there.

8-16. "Sympathy for the spirit of challenge"

lovelive! Then, the school idol members aim to win the nationwide contest, develop and practice their own ideas independently, make efforts while making various mistakes, independence and challenges The spirit is active, which has the effect of encouraging viewers and is a factor in their popularity.

8-17. "Empathy to the heart that never gives up"

In Sunshine, facing the double booking of live events, we repeated trial and error in various ways.Even though it was almost impossible to use it, we took the last resort (Mikan Transport Railway) and took a high speed ride to the next live venue Being able to do it just barely in time resulted in both live events succeeding (2 episodes, 3 episodes). The seemingly unsolvable problem that comes before your eyes, never giving up and going to the end, may lead to a miracle that solves the

problem to those who are willing to open up the situation It showed the audience that the viewers were struggling to solve big everyday problems.

8-18. "Empathy for positive response"

lovelive! Then, rival school idols of other schools come out and challenge their own idols, but in µ's their idols are overwhelmed by the wonderful performance of other school idols and lose their ambitions in the middle In doing so, the leader of our school (Honoka Kosaka) found the strengths of their group, stating that "we have our own goodness", inspiring opposition and motivating them. It was a positive response, as opposed to opposition with guts, and it was received by the audience.

8-19. "Empathy for good psychological support among members"

lovelive! Then, there are various characteristics of the members of the school idol, some of them are timid to others (such as Hanayo Koizumi of µ's) or high-handed (such as Maki Nishikino of µ's), or they have high pride Some members (Nico Yazawa of µ's), etc. who appear to their relatives to make a false lie around themselves without thinking that they are always “I'm always in the center and other members are back”. The other members do not get rid of the members with negative aspects because they are taller, listen to the translation, accept the situation, and give appropriate conditions for the members to stay in the group and let them accept themselves, The point that other members voluntarily provide each other with the necessary psychological support for correction is a good response in terms of psychological care and support, and this is what we see. It was received in Sha us.

8-20. "Empathy for efforts to reduce the distance between members"

In Sunshine, the distance between senior and junior students shrank as they interacted with each other, and the name of senior students changed from "san" to "chan". However, some of the senior members (Dia Kurosawa), whose personality is too rigid and the interpersonal distance is long, have come out, and if they are worried that no one can tell about it, Was detected by another good senior student member, and a help boat was put out to the person to actively approach the junior student, and after a lot of trial and error by himself, the junior students succeeded in attaching `` chan '' . This attitude of working hard to reduce the psychological distance between the group and other members has created a strong sympathy for viewers who are usually worried that their psychological distance with others around them tends to be empty.

8-21. "Empathy for successful load reduction measures"

lovelive! Then, the activities of school idols are voluntary, and they are assigned to group members such as composition, songwriting, and clothing, and they do everything in-house, but as it is, it overloads some roles, A slump can cause you to get tired and be unable to move. In order to disperse such load concentration by other members, become a person with a high load member and provide psychological support to distract the high load member, so that even if it fails, it will eventually be able to play its original role naturally A good point (such as the second episode of No. 2) was received by viewers who face daily heavy learning and work.

8-22. "Good constructive follow-up to failure"

lovelive! Then, because members will be bumping into their first experiences one after another, there will be many situations where each member fails, large or small, but at such times, the severe scolding of the deduction principle will be reflected in the spinal cord Rather than thinking that they had some advantages each other or that there were many mistakes but

difficult to obtain, the audience responded positively to the fact that members gave constructive follow-ups with positive reactions.

8-23. "Empathy for respect of all members"

The attitude of all members of the group in the animation (the second half of the second year of Muji) is to respect the wishes, wishes and wishes of each group as much as possible, and to fulfill all the dreams of all the members, aiming to fulfill all of them. Anyway, it seemed very ideal for viewers whose wishes and wishes were often ignored, which became a factor that attracted viewers to the anime. In other words, the attitude of aiming for all-inclusive and comprehensive all-in-one, "respect for all members" attracted the support of the audience, and this is unique to Japan, which is a bit different from Western individualistic and liberal democracy (or Eastern It can be said that this will lead to the development of a unique democracy unique to Asia.

8-24. "Empathy for psychological unity among members"

A strong sense of unity among group members, like a scene of worship at a shrine in anime (the latter half of the 2nd period) and a scene of excitement in the mind of all members at the beach where you are traveling. The members can communicate and express the same feelings even if they do not say anything, the thoughts and wishes of each member agree, the thoughts between members, the feeling of unity of feelings It expressed the splendor of the Japanese audience, and it attracted the support of Japanese viewers who originally loved the dedication and coordination with everyone.

8-25. "Consideration for withdrawal from members due to school graduation"

As a school idol's fate, there is a problem that once you graduate from school, you can no longer be a member of a school idol group and you cannot continue school idol at that school. In other words, as a member of graduation, she is unwillingly lost. School students automatically advance one grade each year, and if they have reached the highest grade, they must graduate and leave school. Consideration for such reluctant lonely feelings of such graduated seniors is made strong in this anime. For example, in Muji, members of high school first grade, second grade, and third grade are united as active entities, and if some of the members are missing, the group will end the activity there. I have. This is also a denial of group dissociation. For example, if a senior student graduates and loses their members, the activity ends as an idol group bearing the μ's name (although club activities will continue and be ready to accept new freshmen). This created the sympathy of the audience who graduated from school or enjoyed the graduation experience, and was received by the audience.

8-26. "Empathy toward group activity orientation"

As each member of the school idol group progresses, the level of idol activity increases, and with that the joy of working with the members themselves and the more they adapt to the idea of finding fun As such, such a strong group-activity-oriented expression was received by the general audience, who had a strong traditional collective spirit of traditional Japanese society.

8-27. "Empathy for the White Complex"

lovelive! In anime, white blood often flows to members of the upper class. In μ's, senior student council president Eli Ayase is a mixed race with Russians, and in Aqours, school director Mari Ohara is half of an Italian-American. That touched the hearts of Japanese viewers who had a hidden complex against whites who had dominated the modern world society at will.

8-28. "Empathy with Europeanist style"

lovelive! In Japanese anime, the influence of Europeanism since the Meiji era is remarkable. Members are dressed in Western or Japanese-Western style, especially when they are on stage. The influence of Sino-Korean East Asia, which is the same as Japan, is not seen in clothes. In the theatrical version, the travel destination is unmarked in the United States, Sunshine is in Italy, and both are in the West. Such a strong Europeanization style was well applied to the Japanese and Western-oriented psychology that has been continuing since the Meiji era, and was received by Japanese viewers.

9. Content creation and management intentions

lovelive! The main intention of the content production and operation side of the company is to generate large and sustainable profits from the content produced at a high cost, and to continue to make money. In order to do so, it is necessary to engage viewers voluntarily to purchase discs (including animations, songs, and concert scenes), participate in infinite marathons and infinite swamps for purchasing concert tickets. To do so, it was necessary to make the audience content addictive and addicting (Love Live! Addiction, Love Live! Addiction), which was done as follows. In other words, the music should be positive, full of energy, continually giving courage and power to the viewer, and the viewer cannot move or live without the song.

-Gives the song a high degree of religious excitement, euphoria, enthusiasm, dreams, or a resemblance to morphine that makes this world suffer.

-Turn the storyline into an immersive royal road that viewers say is "optimistic start and big setbacks, desperate efforts of rebirth and ultimate victory."

□ Traditional storytelling is made into a story that raises the

danger of disappearance of the affiliated group and affiliated group called school, which makes the traditional national politics of Japan before the war more prominent. Set a theme that will entice the Japanese.
□ A large number of viewers who want to realize `` fusion of 2D characters and 3D voice actors '' by holding a concert by live voice actors that perfectly reproduces the 3DCG dance scene of the animation At the concert venue (this is described in detail in the book by Karasuma Sakuma (2016)).
He created a gimmick pattern and put viewers in the swamp. Such a mechanism is not an accidental thing, but an `` audience grabbing and exploitation system '' that has been carefully designed in advance with careful discussion on the management side in advance, and that this system has worked so much Love live covering all over Japan! It is clear from the popularity.
The operator repeatedly used this gimmick pattern twice, with the first generation of Muji and the second generation of Sunshine. Even in Sunshine, although some changes and alterations were found in the storyline compared to the non-marked, the basic device pattern was the same as the non-marked. For this reason, when the viewer is continuously watching from the blank mark, he / she feels a little tired of repeatedly using the device pattern. This is related to the recent decline in the popularity of sunshine anime (criticized as the undecided second in the content, the shadow of the animation has become thinner, the voice actor has been heavily weighted on real live concerts, and the voice actor has been heavily sold) right. Therefore, it is expected that the management will attack the third generation Nijigasaki Gakuen in a way that changes its development and gives the viewer freshness. For example, in the storyline, an idol group is not formed from the beginning, but rather a confrontation or competition between individual idols. Or, a group of idol groups in the same university will compete and struggle for supremacy with each other, and one will defeat the other and merge it into a "Sengoku picture scroll". I want to wait for a future report on what will happen.

10. Precedent fundamentalism and the emergence of contention conflict

Viewers felt that the first-generation μ's, which had been at the height of popularity, had been forcibly terminated by the operation of the viewers (forgetting the viewer that the end of μ's activity was μ's own decision in the story)), A grudge against the feeling that the second generation Aqours had taken over the first generation, and Sunshine! ! Created a μ's fundamentalist who struck and attacked. This can be generalized as the phenomenon of "striking next-generation activities at the time of forced termination of predecessor activities, predecessor fundamentalism". This intergenerational conflict can also occur between the second generation Aqours and the third generation Nijigasaki.

End. in conclusion

Above, Love Live! The strength and attractiveness of attracting viewers of the anime work is very large, Love Live! Is considered to be a great success example of Japanese animation in the future.

Appendix. lovelive! Anime Generation Comparison Table

Work generation	First generation	Second generation	Third generation
Anime work name	lovelive! (No mark)	lovelive! Sunshine! !	(TBD)
School idol group name	μ's	Aqours	Nijigasaki Gakuen School Idol Club

Voice actor recruitment	Each of the voice actors has been on a business trip temporarily from different offices.	The selected voice actors became a dedicated team for the work. Do only sunshine, dedicate. Voice actor members move together in a group.	Each of the voice actors has a role with other works.
Voice actor ability	It was not initially thought that live voice actors would frequently dance in teams.	The recruited voice actor is excellent at motor nerve. He is a voice actor, singer and dancer. The voice actors can perform difficult dance activities with the team. In line with the athletic abilities of the voice actors, the songs changed to those that emphasized dynamism, motility, instantaneous power, and energy.	
Target of pushing	Mainly pushing anime characters.	Change to voice actor.	
Important points of the work	Emphasis on anime stories.	Live live emphasis that reproduces 3DCG dance.	
How to live live	A place to show only	3DCG's highly difficult dance	

	songs and talks.	movements and singing have been transformed into a place where live voice actors can faithfully reproduce the live venue.	
Important points of animation	Emphasis on storyline.	It has changed to a place to provide 3DCG dance materials for live shows. The storyline is a bit confusing (such as the second half of Hakodate expedition). There is a feeling that the script is properly beaten to the preset 3DCG dance scene and applied by work.	
Ideology (lyrics, script)	"A story that all comes true" (Every democracy = all members should make every effort to fulfill their wishes without missing any members.)	"Brightness" (When humans seek a shining life, in fact, every moment of life is shining, and in order to realize their dreams, every moment of life should be cherished and lived. Life without regrets It is necessary to live in such a way that every moment of life	

		is always fulfilled in order to be able to send. ”“ Emphasis on creation from zero (none) to one (existing) ” The importance of creating something meaningful from the state of nothing, not knowing zero, should be emphasized.)	
Target of pushing	Guess the whole member. The degree of emphasis on coupling between characters was relatively low.	Mainly pushing the whole member. The tendency to promote coupling between characters has increased. Coupling and the scenes where the distress of the character who has lost the coupling are depicted more often (such as the depiction of a sophomore who is alienated and jealous of other sophomores).	Single member push.
Relationships between characters	Character grouping, integration,	Character grouping, integration, and mutual cooperation.	Competition between characters for the top

	and mutual cooperation.		position (clarification and differentiation between popular and unpopular characters).
Same and similar points			
Plot			
Character gender	women only.	women only.	
Fate of your school	They are in danger of closing school (successfully avoiding closing school).	The school is in danger of closing down (eventually accepting the consolidation of schools, but succeeding in leaving the name of the school for posterity by winning a school idol tournament).	
Assignment of members	3 grades x 3 students in each grade.	3 grades x 3 students in each grade.	3 grades x 3 students in each grade.
Progress of the scenario	Royal road (starting optimistic-big setbacks, experience of failure-inspiration,	Royal road (starting optimistic-big setbacks, experience of failure-inspiration, climbing up-ultimate victory)	

	climbing up-ultimate victory)		
leader	An originally useless second-year student (Honoka Kosaka) is the engine that pulls everyone.	Originally a useless second grader (Chika Takami) is the engine that pulls everyone.	
Relationship with school director	The director is a relative of an idol group (a member of Kotori Minami's mother).	The director is a relative of an idol group (3rd year member Mari Ohara himself).	
Relationship with student council	The student council president and student council officers are relatives of the idol group (moving from third-year students Eri Ayase and Nozomi Tojo to second-year students Honoka	The student council president and student council officers are relatives of the idol group (Dia Kurosawa, Mari Ohara).	

	Takasaka, Umi Sonoda, and Kotori Minami.)		
Relationship with the wealthy	The wealthy family belongs to an idol group (the first-year student Maki Nishikino's family runs a hospital).	The wealthy family is a relative of an idol group (the third-year student Mari Ohara's family is a businessman).	
Activity end time	After graduating from the third grade, the activities of μ's ended (club activities continued).	The activity ends when the third grader graduates and closes.	
Travel destination in the theater version	Europe and America (USA).	Europe and America (Italy).	
Staff (Screenplay)	Toki Hanada	Toki Hanada	
Staff (lyrics)	Aki Hata	Aki Hata	
Staff (composition)	Common multiple composers	Common multiple composers	
Staff (character design)	Yuhei Murota	Yuhei Murota	

Opposite, contrasting			
The stage of the story	Tokyo city center.	Local city (Numazu City, Shizuoka Prefecture).	The waterfront of the capital Tokyo.
Character	A townspeople in the city center (urban children).	Residents of local port towns + transfer students from urban areas.	
School idol activity results	Avoid school closures by making your school idol famous.	Closure and integration with other schools (leave the name of the school to be closed by winning the school idol competition).	
School idol activity history	First of all. There is a member who was a member of the idol club before (Niko Yazawa, a third grader). He had no followers and was isolated, but was integrated with other members.	Third grade members have participated in the tournament before. The school idol activity was conducted by three third graders, but the active member was injured and the activity was stopped.	

Costume design	Costumes are urban and sophisticated.	It is full of vitality, assuming that the costume moves violently with exercise.	
Involvement in student council	Second grade members take over from student council president to officers.	The student council remains a third grade member to the end.	
Staff (Director)	Naohiko Kyogoku	Kazuo Sakai	

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